



OLSCOIL NA GAILLIMHE
UNIVERSITY OF GALWAY

CT 3112 - PROFESSIONAL SKILLS - TOPIC 1: COMMUNICATION SKILLS

Effective Presentation skills – An Introduction

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Effective Presentation Skills

Purpose

This topic is designed to equip the student with the knowledge and skills necessary to Prepare, Structure and Deliver a professional and effective presentation



Learning outcomes

On completion the student will:

- Understand what a presentation is
- The aim of a presentation
- The importance of presentation skills
- Why develop effective presentation skills
- Plan, prepare and structure a professional and effective presentation
- Deal effectively with questions and feedback



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Definition



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What is a presentation?

It is the process of presenting the content of a topic to an audience consisting of one or more persons



What is a presentation?

A presentation is a means of communication which can be adapted to various speaking situations such as

- Speaking to a group
- Addressing a meeting
- Briefing a team



- It requires you to get a message across to the listeners
- It will often contain a ‘persuasive’ element
- It usually utilises some visual aid
- It is generally a PowerPoint file containing all the slides for a given speech



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Information Presentation

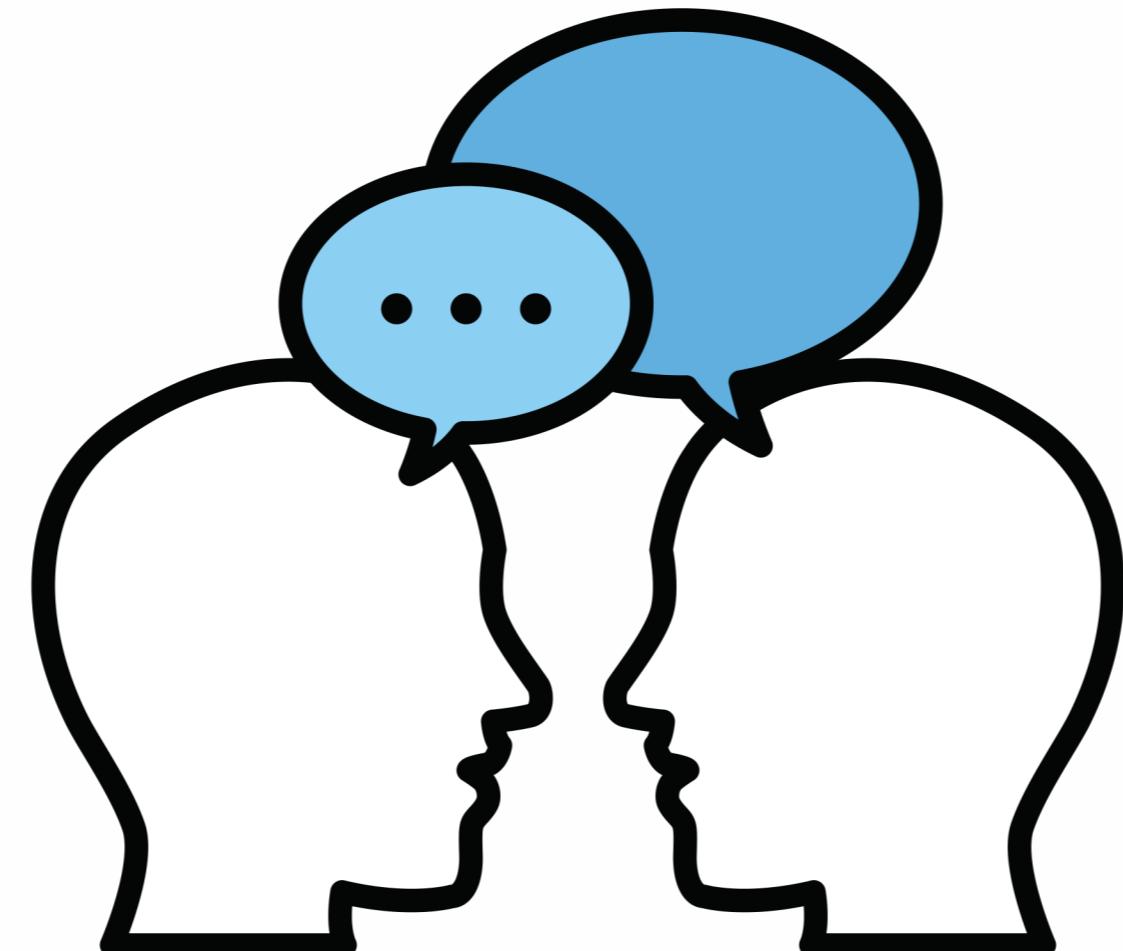
The formal presentation of information is divided into two broad categories:

- Presentation Skills
- Personal Presentation
- These two aspects are interwoven and can be described as the preparation, presentation and practice of verbal and non-verbal communication.



The Communication Element

- Communication plays a fundamental role in presentations
- Communication is simply the act of transferring information from one place to another



There are various categories of communication and more than one may occur at any time

- **Spoken or Verbal Communication:** face-to-face, recordings.
- **Non-Verbal Communication:** body language, gestures, how we dress or act.
- **Written Communication:** the text content of your slides, quotes, references, URLs
- **Visualizations:** graphs and charts, maps, logos and other visualizations can communicate messages.



Communication skills: oral, written, non-verbal



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Conclusion

- A presentation is a means of communication which can be adapted to various speaking situations
- Making a presentation is a way of communicating your thoughts and ideas to an audience



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